

INFORMATION • EXCHANGE •

October 2003

Resources for Workforce Development Programs

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Call the Employment Training Network



And Harvest Our Services!

It's harvest time again - and an excellent time to take a look at your program's productivity. The ETN has resources that can help!

If you're interested in plowing new ground, you may want to take advantage of our site visitations. We can reimburse travel expenses associated with visits to other programs to learn first-hand about their operation.

We can also help increase your yield by sending a consultant to work with your agency and train your staff.

And, we believe you'll find our lending library to be a fertile place to cultivate. We have a wide variety of resources available for loan that can be accessed with just a phone call!

We are here to serve Workforce Investment Act-funded agencies. For information about using our services please call (916) 654-8896. Let us help your program grow!



ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS

Workforce Development Update

Capacity Building Unit Expands Training and Services

The Capacity Building Unit (CBU) of the Workforce Investment Division provides staff development training and technical assistance to the workforce community.

The CBU curriculum, which is focused on the Workforce Investment Act (WIA), has recently been expanded to include several new courses. This brings the total to 25 different courses and services now available. These courses are listed in the newly updated CBU Catalogue located at: www.edd.ca.gov/wiarep/wiacat.htm. Please consult the Training Calendar at www.edd.ca.gov/wiarep/wical.htm for the most current schedule. One of the newly added courses you won't want to miss is described below:

WIA Subrecipients Fiscal Monitoring - This one-day workshop has something for everyone! If you are new to fiscal monitoring you will learn the basics, if you have some experience in the area, you will receive additional tools and guides to complement or update your own. If you are a service provider you will learn what to expect when you are on the receiving end of a monitoring visit. If your functions are program or administrative you will learn how you can make the fiscal monitors' job a lot easier. Areas to be discussed include: what is fiscal monitoring; the scope of fiscal monitoring; the seven basic steps to monitoring; which systems to test while on-site and why; what is an audit trail and how to validate one; and, where to focus your efforts while on-site. Contact Don MacMillan at (916) 654-8308 or email dmacmill@edd.ca.gov to arrange to either host or attend this new workshop.

San Francisco Employer Forum

The San Francisco Employer Forum, to be held on October 24, 2003, will offer local employers information about tax credits, applicant referrals, and skills assessment for job applicants.

The Forum will also provide the most complete collection of resources for employers with employment related needs. Keynote speaker is best selling author Paul Erdman, whose awards include the Media Award for Economic Understanding from the Amos Tuck School of Business Administration at Dartmouth College.

Please call Alice Chiu at (415) 923-4464 to register.

International Career Development Conference

Ever wonder what became of the California Career Conference (CCC)? It became so popular with participants from other states and nations that it changed its name to the International Career Development Conference (ICDC). Oakland hosts the 20th anniversary of the ICDC (CCC) November 5 through November 9. Keynote speakers are Richard Bolles, author of *What Color Is Your Parachute?*; Cynthia Scott, author of *Take This Job and Love It*; and Po Bronson, author of *What Should I Do With My Life?* There will be seventy 75-minute workshops and six 120-minute mega-workshops. Visit the ICDC Web site at www.careerccc.com for detailed program and registration information. The California Career Development Association, EUREKA, and the Career Planning & Adult Development Network sponsor ICDC.

Mark Your Calendars!

California Disability Employment Symposium

October 7-8, 2003-Oakland, CA

www.calworkforce.org - (916) 325-1610

The California Council for Excellence (CCE) -

California Conference on Innovation & Best Practices

October 23-24, 2003-Sacramento, CA

www.calexcellence.org

San Francisco Employer Forum

October 24, 2003-San Francisco, CA

Contact: Alice Chiu (415) 923-4464

International Career Development Conference

November 5-9, 2003-Oakland, CA

www.careerccc.com

International Job & Career Transition Coach Certification

November 10-11, 2003-Oakland, CA

www.careernetwork.org/ijctcct.html

California Workforce Investment Board Meeting

November 19, 2003-Sacramento, CA

www.Calwia.org

2003 CalWORKs Partnerships Summit -

Beyond the Changes and Challenges

December 15-17, 2003-San Diego

www.cce.csus.edu/cts/calworks/index.htm

Partnerships

Establishing A Closer Relationship Between Economic Development and Workforce Development: How The City of Santa Ana Did It

The following is an article published in the September 16, 2003 issue of Net Assets, a publication of Human Resource Marketing Services, Inc. (HRMS) and edited by ETN staff. To view the entire article, please visit www.HRMS.net.

Like many cities across the country, the City of Santa Ana is facing a budget crisis. This is not the first time, and probably will not be the last time that municipalities face difficult circumstances. But the last time the dark budget clouds gathered, 12 years ago, some prescient city officials took advantage of the circumstances to design a restructuring of city departments that is the envy of many other cities. In Santa Ana, Workforce Development is a division of the city's Economic Development Department. That means that Workforce Development is viewed as a business incentive rather than as a social assistance program.

Twelve years ago, City Manager Dave Ream had the idea of making Workforce Development a part of Economic Development, rather than have it administered as a social program. The budget crisis had prompted city officials to examine their core assumptions about what "business" they were in. They noted that 70% of the money in the city's coffers came from business, and their role was to stabilize and support that business community so the city could grow and thrive.

The Santa Ana Economic Development Department has several branches, including Business Attraction and Retention, a Federal Empowerment Zone with funding coming from Housing and Urban Development, a State of California Enterprise Zone, a "Weed and Seed" program with funding from the Department of Justice, and finally the WIA-funded Workforce Development program. Because all of these programs are part of the Economic Development Department, the level of interaction and cooperation is unprecedented.

Patti Nunn, Director of Economic Development for the City of Santa Ana, states: "We cross-train all of our staff, so Workforce Development staff is trained in Economic Development, and vice versa." Santa Ana Work Center Director Judy Chen-Lee said, "In tune with what is happening locally, the Santa Ana Chamber of Commerce President is also Chair of the WIB."

Nunn stressed that the arrangement requires a fundamental shift of mindset. When she was handed what was then

JTPA as part of her responsibilities, she realized that it should be treated as a business incentive rather than a social service. She also realized that in order to leverage this incentive, the department would need to be able to tell the story of all it could offer employers. It was also essential to show elected officials the data that would generate support for the coordinated programs.

When asked what advice she would give other municipalities trying to establish a closer relationship between Economic Development and Workforce Development, Nunn said, "Begin to look at your workforce programs in a different light, as business does. Establish joint programs where both Economic Development and Workforce Development can win. Get creative! Making this work will require real partnership and collaboration."

It's been said that the Chinese character for danger also means opportunity. So, if your municipality is experiencing budget problems, consider how this may provide an opportunity to build a new structure that promotes strong job growth in your community.

Worthy Websites

www.hrms.net - Click on *Net Assets* and you will find a weekly newsletter appropriately termed *"Intelligence for Workforce Development Professionals"* which includes invaluable information for job seekers, employers and overall workforce development.

www.employ-ability.org - The EmployABILITY Network was created by the City of Los Angeles Community Development Department in conjunction with the Los Angeles City Workforce Investment Board to provide up-to-date information about career development strategies and job accommodations for persons with disabilities.

www.workforcetools.org/calendar.asp - Workforce Tools of the Trade is a part of the CareerOneStop solely targeted to fostering the professional growth of those in the workforce development field across all levels of the system-front line staff, managers, administrators and partners.

www.careerperfect.com - This site provides information on resumes, interviewing, and job search strategies.

LMI Help for Dislocated Workers

Dislocated workers face the question, “What next?” To address that question, displaced workers need information:

- What skills and abilities have they already acquired?
- What other occupations use those skills and abilities?
- What is the occupation’s outlook?
- What are the typical wages?
- Do they need further training to qualify?
- What industries employ the occupation?
- Where are the potential employers for the occupation in the local area?

Labor market information can help answer those needs. *LMI Help for Dislocated Workers, Where to Get It, How to Present It* was written to assist labor market professionals quickly pull together customized information for plant

closures and mass layoff situations. Other workforce development professionals will find these guidelines helpful as they assist dislocated workers to find new jobs or make career changes using the Department of Labor’s Occupational Information Network (O*NET) and other occupational information resources.

The guide includes four methods for using O*NET to identify suitable career change options, as well as templates local workforce development staff can adapt to present occupational information to their clients.

Download or print a copy of *LMI Help for Dislocated Workers* at www.calmis.ca.gov/FILE/OCCMISC/Model-Dislocated-Worker-Process.doc.

CareerOneStop Tools: “How To” Guides Now Available

The Employment and Training Administration (ETA) is developing a series of “How To” Guides to assist staff in the One-Stop offices to take fuller advantage of the wealth of information in the CareerOneStop tools.

The first two in the series are now available in the Newsroom of the CareerOneStop Web site. The guides are in PowerPoint format and can be viewed on-line or downloaded for printing.

The two “How To” Guides take the user through the steps to find employers and wage information located in the America’s Career InfoNet Web site. Please visit the Newsroom at www.careeronestop.org/Newsroom/newsroom.asp, scroll down to CareerOneStop Materials, and simply select the guide of choice.

These guides can be used in One-Stop Career Resource rooms and/or as handouts when conducting workshops.

2003 California Career Planning Guide

The California Career Resource Network has released its 2003 California Career Planning Guide at www.californiacareers.info. The Guide is a user-friendly career reference for young people new to the world of work, and people looking for a new career. It walks readers

through career planning, self-assessment, and job search resources. Read or download the on-line publication, or order a print copy for only \$6 using the on-line order form provided.

LaborMarketInfo to Replace CaCTIS

EDD’s Labor Market Information Division (LMID) announces that CaCTIS (California Career and Training Information System) has been shut down effective October 1. Information included in CaCTIS can be found at other Web sites. For training and education information, use the California Education and Training Program at www.soicc.ca.gov/ctep/Default.asp. Look for occupation descriptions, wages, and outlook information at the LMID Web site, www.calmis.ca.gov under the heading Careers and Occupations. Search for job openings at CalJOBS,

www.caljobs.ca.gov or America’s Job Bank, www.ajb.dni.us/ (Customers who go to the CaCTIS Web site will find these links on the information page.)

The Labor Market Information Division will soon launch a new Web site called *LaborMarketInfo*. The upcoming, interactive *LaborMarketInfo* will include many of CaCTIS’s features and will allow customers to utilize assessment results, compare occupations, and store their career exploration research.

EmployABILITY Goes Statewide

The City of Los Angeles' "EmployABILITY" training program is now available at no cost to all 50 Local Workforce Investment Areas in California.

This program, which was designed specifically to provide resources and training to increase the capacity of One-Stop Centers to serve persons with disabilities, will be launched jointly by the California Workforce Investment Board and the State Department of Rehabilitation, in partnership with the City of Los Angeles Community Development Department. The City successfully implemented the EmployABILITY programs in the Los Angeles Workforce Investment Areas, which resulted in a dramatic increase in the percentage of persons with disabilities served.

The EmployABILITY program includes:

Legacy staff training - A one-day (6 hour), classroom training on "One-Stop Access for Persons with Disabilities". The live training will be expanded statewide on a region-by-region basis beginning in the Los Angeles Local Workforce Investment Areas. This highly interactive class incorporates games, team problem-solving exercises and role-playing to equip participants with the knowledge and skills needed to make One-Stop services accessible to persons with disabilities. Live training sessions will be hosted and conducted by certified Legacy Facilitators from Goodwill Industries. This course will also be available on-line.

Access to on-line information and resources - The Legacy on-line distance learning system is an interactive, internet-based training curriculum which includes eight courses developed specifically for One-Stop and partner staff to acquire knowledge of disability etiquette, law, assistive technology and reasonable accommodations for persons with various types of disabilities.

Access to the EmployABILITY Resource Guide of national and local resources and services - The resource guide will be hosted on the EmployABILITY Network Web site, www.employ-ability.org, and will provide a broad range of information about job search and workplace accommodation strategies for persons with disabilities.

Assistance in building local partnerships will be provided to Local Workforce Investment Areas by the regional "Certified Legacy Facilitators." Through strengthened collaboration, each partner can maximize financial resources and enhance services to job seekers with disabilities and the businesses that hire them.

Local Workforce Investment Boards interested in participating in the full Legacy Disability Services Specialist I Certification Program (eight on-line modules and two live training classes), and anyone interested in general information, may contact Susan Quigley, City of Los Angeles, at (213) 473-0371 or squigley@cdd.lacity.org.

To schedule training, please contact Lisa Jordan, Goodwill Industries of Southern California, at ljordan@goodwillsoocal.org.

Rural Agricultural Community Information

Farm Worker Forum Report Now Available

CalWIB and the U.S. Department of Labor's Employment Training Administration have issued the report *Farm Worker Forums: Everybody Needs a Choice*.

The report summarizes the findings of four Forums held in Visalia, Indio, Stockton, and Salinas from April-June 2002, to explore the needs of farmworkers and the agriculture industry in California.

It is hoped that the report will be useful for its general application throughout the State workforce development system, as well as for its specific relevance to California's rural agricultural communities. The report is available on the California Workforce Investment Board (State Board) Web site at www.calwia.org.

Also, for periodic updates on best practices and upcoming events, visit the Department of Labor Employment and Training Administration (DOLETA) Region 6 Farm Worker Forum Web site at www.doleta.gov/regions/reg06/region6/post_forum_site/main.cfm.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

EMPLOYABILITY SKILLS

Office Politics, Positive Results from Fair Practices, Crisp Publications(**J2249**)

Influence, The Formula for Success, Crisp Publications (**J2248**)

Hard Work on Soft Skills, Creating a "Culture of Work", Working Ventures (Video) (**J2237-AV**)

Work Skills and Habits for Job Success, Jaguar Educational (Video) (**J2220-AV**)

Survival Skills in the World of Work, Third Edition, J. Weston Walch Publishing (**J2208**)

Social Skills at Work, Keys to Success, Park Avenue (Video) (**J2193-AV**)

Necessary Skills for the Workplace: What Your Mother Never Told You About Preparing for a Job, LINX Educational Publishing, Inc. (Video) (**J2186-AV**)



JOB APPLICATIONS

The Complete Job Application, Filling in the Blanks, Revised Edition, JIST Works, Inc. (Video) (**J2196-AV**)

What You Need to Know About Getting a Job & Filling Out Forms, National Textbook Company (**J1476**)

An Introduction to Job Applications, JIST Works, Inc. (**J1555**)

PRESENTATION SKILLS

Speaking with Confidence, Clarity and Charisma, Briefings Publishing Group (**J2214-AV**)

Speak to Influence, How to Unlock the Hidden Power of Your Voice, Campbell Hall Press (**J2211**)

Red Hot Handouts!, Taking the Ho Hum Out of Handouts, Jossey-Bass Pfeiffer (**J2156**)

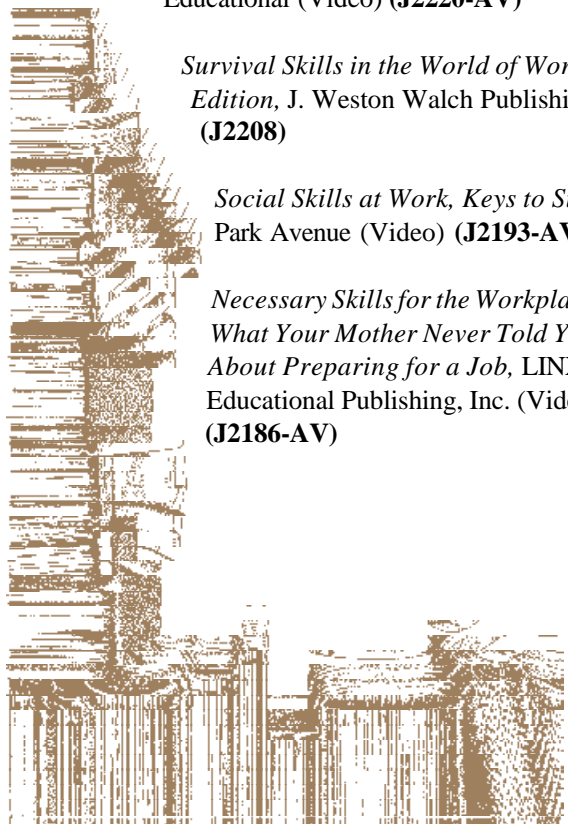
Effective Presentation Skills, A Practical Guide for Better Speaking, Crisp Publications (**J1611**)

TRAINING TECHNIQUES

50 One-Minute Tips for Trainers, Crisp Publications (**J2025**)

Delivering Effective Training Sessions, Crisp Publications (**J1613**)

Still More Games Trainers Play, McGraw-Hill (**J1608**)



INFORMATION EXCHANGE

OCTOBER 2003

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| | | 1 | 2 | 3 |
| 6 | 7 WIA Subrecipient Fiscal Monitoring Solano-(707) 863-4601 | 8 WIA Youth Performance Management San Bernardino County- (909) 888-7881 WIA Case Management for Adults Los Angeles City- (213) 485-0405 | 9 Youth Programs Under WIA San Mateo-(650) 802-7543 WIA Subrecipient Fiscal Monitoring Ukiah-(707) 467-5914 Quick Fixes for Frontline Staff Los Angeles-(213) 847-6545 | 10 |
| 13 | 14 | 15 | 16 WIA Subrecipient Fiscal Monitoring Oakland-(510) 238-6654 | 17 |
| 20 | 21 Assess with Finesse Hayward- (510) 259-3829 | 22 Assess with Finesse Concord- (925) 646-5567 | 23 The California Council for Excellence- California Conference on Innovation & Best Practices Sacramento- www.caexcellence.org | 24 San Francisco Employer Forum San Francisco-(415) 923-4464 |
| 27 | 28 WIA Subrecipient Fiscal Monitoring Modesto-(209) 558-2119 | 29 Assess with Finesse Ukiah- (707) 467-5900 | 30 WIA Adult & Dislocated Worker Performance Management Santa Maria- (805) 614-1310 | 31 |

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm

INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK

c/o EDD/WID
PO Box 826880 MIC 69
Sacramento, CA 94280-0001

THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

Information Exchange is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - dcoad@edd.ca.gov; Internet site: www.trainingnetwork.org

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.